

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

--	--	--	--	--	--	--	--	--	--	--	--

# MULTIMEDIA UNIVERSITY

## SUPPLEMENTARY EXAMINATION

TRIMESTER 1, 2015/2016

### MAD2013 – COPYWRITING

(All sections / Groups)

19 NOV 2015  
2.30 PM – 4.30 PM  
(2 HOURS)

#### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 4 pages with 4 Questions only.
2. Answer **ALL** questions. Each question carry equal marks and the distribution of the marks for each question are given.
3. Please print all your answers in the Answer Booklet provided.

## Question 1

i. Slogans/Taglines is a phrase designed to stay in the customer's mind that will reinforce the association between an ad & the product/company that is presenting it.  
 Provide 10 samples of well-known brands and with their current slogans.

(10 marks)

E.g: McDonalds : I'm Loving It.

'Persuasion is all about the process of influencing attitudes & behavior; to change someone's attitudes or beliefs and to get them to do something.'

ii. There are 2 strategies to use persuasion effectively;  
 Name and explain the 2 strategies to promote the principles

(5 marks)

"Why do we need visual and verbal synergy? It is the way to create meaning and to strengthen message comprehension."

Your task is to create series of ads for Brand; ABA insurance.

iii. Create a slogan/tagline for ABA insurance and sketch 5 advertisements based on given advertising appeals;

(10 marks)

- Fear
- Security
- Personal comfort
- Sympathy for others
- Efficiency in operation or use

---

## Question 2

'Cybercopy must expect direct response from the users, in a persuasive dictating style. The key is to assume the audience to be more active & engaged. Effective banner ads satisfy the need for entertainment, information, & context.'

i. Explain 3 key main characteristics of Web-Users.

(6 marks)

Web banners are the way to engage the audience to follow the advertising.

Your task; The brand is MMU. The product; Call for new intake in November, 2015.

ii. Provide a sample advertisement from the sample sizes given.

468 x 60                    300 x 250                    728 x 90                    (9 marks)

One of the strategies of grabbing surfers attention is;

"To use an involvement device such as challenge or contest."

iii. Explain 5 more strategies for grabbing surfers

(10 marks)

Continued ...

### Question 3

Radio; A secondary medium that accompanies its listeners while they are engaged in their primary activities. It can conjure up concrete & stimulating images in the listener's mind and can have powerful impact on recall.

E.g; ***Historical Fantasy***

Situation with revived historical characters is used to convey product message

i. Give **10 more creative ways with its description** on how to sell on radio

(10 marks)

ii. Give the description for the storyboarding format for TVC listed below;

(10 marks)

Technical description	Description
1. MCU	
2. DOLLY	
3. SUPER	
4. FS	
5. CU	
6. DISS	
7. CUT	
8. VO	
9. MS	
10. DAU	

iii. In Print advertising, one of the key format elements; The Headline has the most important role in advertising; what are the 5 roles of an effective headline?

(5 marks)

Continued ...

**Question 4**

There are **8 Basic principles** for writing copy for websites. One is described as below;

**Make it lively** - Content presented should be clear and interesting.

Use proper words to maintain the interest of the visitors.

i. Give **5** more basic principles for writing copy for websites.

(10 marks)

‘Radio uses creative weaponry of tools to create memorable radio spots.’

ii. Explain the **5 creative tools** listed below.

- Voice Overs (MVO, FVO, ANNCR)
- Music
- Sound effects (SFX)
- Songs & jingles
- Characters/Narrators

(10 marks)

Copywriting for the electronic media differs from the print in which the copy is written in scripts and storyboards. Radio is a medium that maximizes sound whilst the TVC uses sound and visual to grab the attention of consumers.

iii. Describe **5 ways of creating effective** radio commercials

(5 marks)

**End of Page.**